

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary _ Public

Date: 6/26/2014

GAIN Report Number: IN4051

India

Post: New Delhi

7th International Seminar on Wheat and Wheat Products

Report Categories:

Promotion Opportunities

Trade Show Announcement

Grain and Feed

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Report Highlights:

7th International Seminar on Wheat & Wheat Products will be held on September 2-3, 2014, in Chennai, India. The theme of the event is “New Technologies and Marketing Opportunities”. The seminar is organized by Wheat Products Promotion Society (WPPS), Roller Flour Millers’ Federation of India, Society of Indian Bankers (SIB), All India Bread Manufacturers Association (AIBMA), and Tamil Nadu Roller Flour Mills Association (TNRFMA).

General Information:

7th International Seminar on Wheat & Wheat Products, New Technologies and Marketing Opportunities will be held on September 2-3, 2014, in Chennai, India. The seminar is organized by Wheat Products Promotion Society (WPPS), Roller Flour Millers' Federation of India, Society of Indian Bankers (SIB), All India Bread Manufacturers Association (AIBMA), and Tamil Nadu Roller Flour Mills Association (TNRFMA).

International Wheat Seminars have been held every two years for the last decade. All the seminars have been well attended and received support from organizations and associations across the wheat system. Departments of the government, both from center and states, as also public sector organizations participated actively and gave their support. Central Ministers in Departments of Food and Food production have graced the inaugural and valedictory sessions. Over 250 delegates attend the deliberations organized over two days. Authoritative papers and presentations from the seminar were published as proceedings, and widely circulated.

Speakers for the 7th International Seminar on Wheat & Wheat Products include Dr. M.S. Swaminathan, Member of Parliament - Rajya Sabha; Mr. Sudhir Kumar, Secretary, Department of Food & Public Distribution, Government of India; Dr. S. Ayyappan, Secretary – Department of Agriculture Research and Education & Director General - Indian Council of Agricultural Research and Dr. H. S. Gupta, Director, Indian Agricultural Research Institute.

Detailed information listing agenda, registration, sponsorship, payment, venue and fee details is available at URL: <http://www.wpps.org/> and is also attached below.



7th International Seminar on Wheat & Wheat Products New Technologies & Marketing Opportunities

September 2-3, 2014, Chennai, INDIA

Seminar Venue: Sheraton Park Hotel and Towers, Chennai

ORGANIZERS



Wheat Products
Promotion Society



Roller Flour Millers'
Federation of India



Society of
Indian Bakers



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Central
Warehousing
Corporation



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AGENDA

- I. Inaugural and Theme Session – Key Note Presentations.
- II. Global Wheat Production, Trade & Consumption.
 - a. Global Wheat Production – Status and Future growth are as
 - b. Economics of farm production- input costs and remunerative pricing
 - c. Preservation and control of postharvest losses
 - d. Food Security – Policy on procurement, storage and distribution
- III. Global Wheat Trade (Three hours with panel discussions).
 - a. World Wheat Outlook (Demand, Supply and Trade)
 - b. Pricing, taxation, finance & future trading,
 - c. Innovations: Analyzing the path towards paperless trading.
 - d. Indian Wheat Quality for Global Market
 - e. Wheat and wheat products export – Status and Prospects
 - f. Domestic and International Freight - Saving fuel costs; Strategy to cope with a tough environment
 - g. Latest developments in risk management techniques
 - h. Projection of requirements by 2025
- IV. Milling & Baking Technical Forum: Major issues – Latest trends and Developments.
 - a. Efficient Milling: Technology and Products
 - b. Latest - Flour Process and Trouble Shooting
 - c. Learning from other countries – Case Study
 - d. Product quality: Wheat Grain & Flour – Technology to face challenges.
 - e. Latest Development in Bakery Products and Process
 - f. Implications of compliance and certification under FSSAI
- V. Sustainability of Food System : Food & Nutrition Security.
 - a. Role of Wheat and wheat flour
 - b. Role of Social Media to advocate food nutrition security for masses
 - c. Role of NGOs – Hunger/Malnutrition Free India
 - d. Corporate responsibilities & initiatives to fight hunger
- VI. Valedictory – Theme Skill Development.

REGISTRATION FEE

Organizers/Sponsors

Rs. 2,500/- US\$ 100

Delegates

Rs. 4,000/- US\$ 200

Academic Institutions

Rs. 3,000/- US\$ 150

SPONSORSHIP OPPORTUNITIES

Session Sponsor

Rs. 1,50,000
US\$ 5,000

Co-Sponsor

Rs. 1,50,000
US\$ 5,000

Kit Sponsor

Rs. 2,50,000
US\$ 5,000

Associate Sponsor

Rs. 50,000
Only for Allied Associations

Lunch Sponsorship

Rs. 3,50,000
US\$ 10,000

Dinner Sponsorship







Rs. 5,00,000
US\$ 15,000

Tea/Coffee Sponsorship

Rs. 75,000
US\$ 1,500

ADVERTISING OPPORTUNITIES

Souvenir: It is proposed to publish a Souvenir for distribution during the Seminar. We seek your advertisement support to make this souvenir a successful effort.

Type	Tariff	Size (Print)
 Back Cover	Rs. 25,000.00	21 cms x 27 cms.
 Inside Cover (F/B)	Rs. 15,000.00	18 cms x 24 cms.
 Full Page (Color)	Rs. 10,000.00	18 cms x 24 cms.
 Full Page (B&W)	Rs. 5,000.00	18 cms x 24 cms.
 Half Page (B&W)	Rs. 3,000.00	18 cms x 12 cms.
 Book Mark	Rs. 10,000.00	13 cms x 18 cms.

Your contribution along with advertisement material should reach us as per enclosed format.

Display and Stall:

Type	Tariff	Size (Print)
Stall	Rs. 35,000.00	3m x 2m = 6sq. mt.
Standee Display	Rs. 15,000.00	3x6 ft.
Table-Top Display (Product & Poster Display at a Common Industry Booth)	Rs. 7,500.00	Poster: 14 x 19 inch.
Insertion in Kit - Pen Drive, Writing Pad, Pen, Memento & Brochures	Ask for Details	
Space for B2B Business Meetings		

PAYMENT INFORMATION

Use relevant form and send same along with requisite payment at Seminar Secretariat.

- Cheque payment** towards Registration fee, Stall Booking, Sponsorship and Advertisement etc. should be made in favour of "WPPSA/C - International Wheat Seminar" payable at New Delhi.
- Wire transfer and RTGS; please ask for details.**

WHEAT PRODUCTS PROMOTION SOCIETY

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